Hux Unified Solution

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Use Cases

Personas
- Marketer - Client
- Sales - Hux
- Service Delivery Operate, Hux

Release timeline
- March Demo – Highlighted text in ==Yellow== can be mocked

Use Cases

1. ==Cross-Channel Integration –== Marketer - Client, Sales - Hux
   a. ==Aggregate disparate data sources into a single view for every customer. Apply this to any customer data points==

2. Unified Customer Profiles – Marketer - Client, Sales - Hux
   a. Ingests, unifies data into the platform.
   b. Stitching and Pinning identities to achieve a unified profile

3. Data Quality and Hygiene
   a. Cleansed, consistent data is ready for reporting critical entities such as campaigns, customers
   b. Enhances data accuracy and discover and correct data anomalies
   c. ==Enjoy <#x> of records processing with address validation and matching in <x time>==

4. ==Dashboards with metrics== - Marketer - Client, Sales - Hux

5. Decisioning – AI/ML Marketer - Client, Sales - Hux
   a. Predictive Segments
      i. Likelihood to purchase
      ii. High value customer
      iii. Likelihood to churn
   b. ==Dashboard to view all models – model type, etc.==

6. Digital Advertising and Conversions/Acquisitions – Marketer - Client, Sales - Hux
   a. Onboarding Audiences – single point of control for ad targeting. Build refined audience segments (demographics, behavior, purchase power etc.) to get ROMS and push audiences to Ad Platforms for activation
   b. Activate Ad Campaigns – Run campaigns in Walled garden – Facebook
   c. Build and target lookalike audiences for direct campaigns or retargeting
   d. Dashboards for metrics

7. Orchestration - *Marketer - Client, Sales - Hux*
    a. Create segments based on rules to target specific customers for risk of churn, propensity or LTV for an engagement strategy at scale
    b. Increase Time-to-Value by orchestrating seamless engagement capabilities via push-notifications, SMS, in-app etc.
    c. Trigger Events – For customer action push timely customer messages such as emails, SMS, push to increase response rates, relevance and conversions

8. Ready-to-Go: Configuration and Provisioning - *Service Delivery Operate - Hux*
    a. Configure Data Sources
    b. Configure Target Endpoints
    c. Workflow
    d. Help for Customer Support
        i. Online ticketing
        ii. Chat
        iii. Call

Proposed Flows
(8 is optional in both the flows)

Flow A:

8 -> 2 ->6

Flow B:

8 -> 2 ->7

Would propose Flow B, it shows end to end digital orchestration and conversion along with decisioning models.